

# TOYOTA CUSTOMER SERVICES

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Date: 11/16/2007  
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   Information

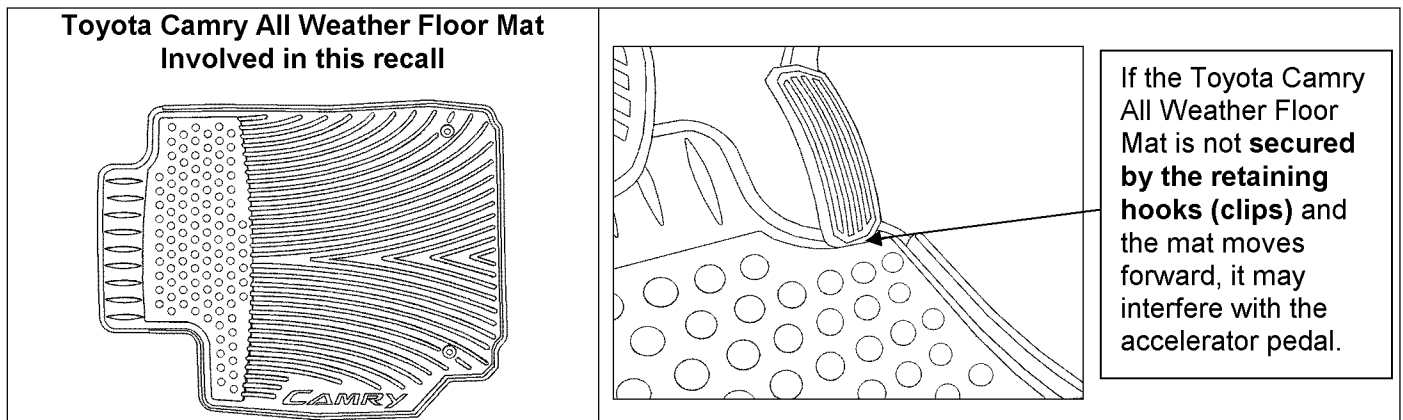
TO: ALL REGION/PRIVATE DISTRIBUTOR GENERAL MANAGERS/  
VICE PRESIDENTS

FROM: DAVE ZELLERS,  
VICE PRESIDENT, PRODUCT QUALITY & SERVICE SUPPORT

SUBJECT: SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F  
(TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY FOR 2007 AND EARLY  
2008 MODEL YEAR VEHICLES)

In late September, 2007, Toyota initiated a Safety Recall (Special Service Campaign) on certain Toyota optional All Weather Floor Mats (floor mats constructed from heavy duty rubber). The recall campaign involves approximately 24,500 optional Toyota Camry All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles. If the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of the existing carpeted floor mat) is not secured by the retaining hooks (clips) and the mat moves forward, it may interfere with the accelerator pedal returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal.

In late November, 2007, Toyota will begin sending a second Safety Recall notification to owners of the involved vehicles to inform them the newly designed replacement All Weather Floor Mat for the driver's seating position is now available.



The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

1. **Dealer Letter Mailing Date**

The attached Dealer Letter will be sent to all Toyota dealers in mid-November, 2007.

**2. Owner Notification Mailing Date**

In late November, 2007, approximately one week after the dealer notification, Toyota will begin sending the second Safety Recall notification.

Only vehicles equipped with the Toyota All Weather Floor Mat are involved. However, to assure that over-the-counter accessory sales customers are also notified, all owners of 2007 and early 2008 model year Toyota Camry vehicles will be sent notifications. This represents approximately 706,500 vehicle owners. Customers will be provided with a return postcard so they may indicate that their vehicle is **NOT** equipped with the optional Toyota All Weather Floor Mats. This will provide owners a way to opt out of receiving further notifications.

If the vehicle does not have the Toyota Camry All Weather Floor Mat designed for 2007 and early 2008 model year vehicles, it is **NOT** involved in this SSC.

**3. Region/District Summary Reports**

Due to the Camry All Weather Floor mats being available as over-the-counter accessories, dealer reports will not be provided for this SSC.

Please refer to the attached Dealer letter for additional information.

***Please review this entire SSC with the appropriate associates so that they may provide the necessary support to your dealers and maximize our combined customer satisfaction efforts.***

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A, INC.

Enclosures

cc: Region/Private Distributor Assistant General Managers  
Region/Private Distributor Customer Service Operations Managers  
Region/Private Distributor Service Managers/Directors/VPs  
Region/Private Distributor Parts Managers/Directors/VPs  
Region/Private Distributor Customer Services Field Managers  
Region/Private Distributor Technical Services and Training Managers  
Region/Private Distributor District Service and/or Parts Managers  
Region/Private Distributor Customer Relations Managers  
Region/Private Distributor PDC Managers  
Region/Private Distributor Field Technical Specialists  
Region/Private Distributor Service Training Specialists  
Region/Private Distributor Vehicle Operations Managers  
All NAPC General Managers  
All TMS Sales Administration Managers  
All TMS Product Quality & Service Support Managers  
All Field Product Engineers

T. Anazawa  
K. Aoki  
J. Beseda  
G. Borst  
R. Broughman  
G. Bryan  
W. Burns  
A. Cabito  
D. Camden  
B. Carter  
J. Chernus  
G. Christoff  
B. Cooper  
R. Daly  
D. Danzer  
F. Davidson  
A. DeCarr  
W. DeManincor  
T. Doi  
B. Ertmann  
D. Esmond

W. Fay  
N. Fein  
F. Fontanella  
Y. Funo  
S. Haag  
J. Hanson  
D. Illingworth  
R. Ito  
M. King  
J. Lang  
R. LeFevre  
J. Lentz  
E. Matsuda  
T. Matsuno  
D. Mercer  
M. Michels  
I. Miller  
T. Minyon  
M. Morrison  
T. Morrison  
E. Nagano

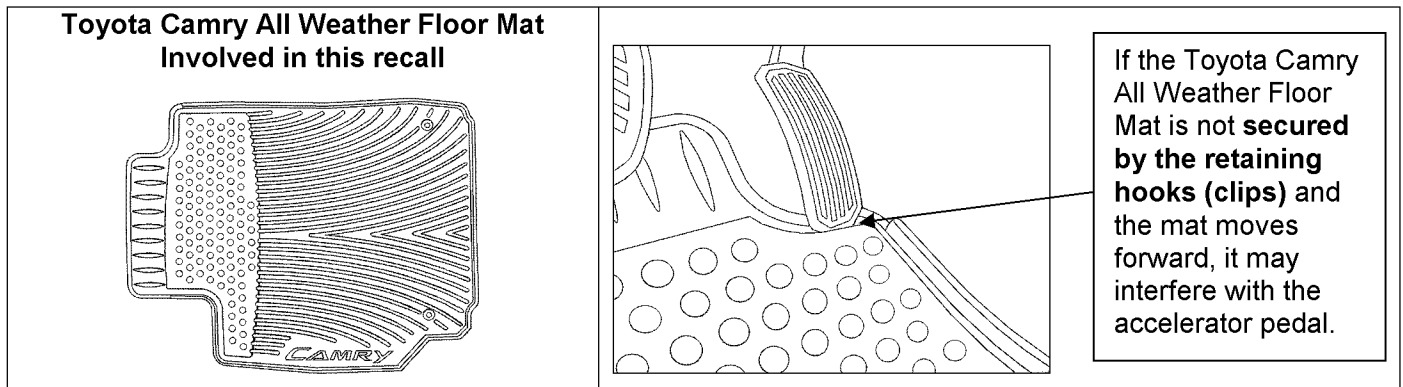
T. Nagashino  
T. Nagata  
K. Ohara  
D. Pettitt  
R. Pflughaupt  
M. Reding  
M. Rocco  
B. Smith  
R. Specht  
J. Stempkowski  
H. Sunakawa  
E. Taira  
T. Takada  
J. Tetherow  
A. Vaish  
R. Walker  
R. Waltz  
K. Yamamoto

TO: ALL TOYOTA DEALER PRINCIPALS,  
SERVICE MANAGERS, PARTS MANAGERS

SUBJECT: SAFETY RECALL (SPECIAL SERVICE CAMPAIGN) – 70F  
(TOYOTA CAMRY ALL WEATHER FLOOR MAT ACCESSORY FOR 2007 AND EARLY  
2008 MODEL YEAR VEHICLES)

In late September, 2007, Toyota initiated a Safety Recall (Special Service Campaign) on certain Toyota optional All Weather Floor Mats (floor mats constructed from heavy duty rubber). The recall campaign involves approximately 24,500 optional Toyota Camry All Weather Floor Mats designed specifically for the driver's seating position in certain 2007 and early 2008 model year vehicles. If the optional Toyota Camry All Weather Floor Mat (either by itself or if it is placed on top of the existing carpeted floor mat) is not secured by the retaining hooks and the mat moves forward, it may interfere with the accelerator pedal returning to the idle position. If the mat is properly secured, it will not interfere with the accelerator pedal.

In late November, 2007, Toyota will begin sending a second Safety Recall notification to owners of the involved vehicles to inform them the newly designed replacement All Weather Floor Mat for the driver's seating position is now available.



The following vital information is provided to inform you and your staff of the owner notification phase of the campaign and your degree of involvement.

1. **Owner Notification Letter Mailing Date**

In late November, 2007, approximately one week after the dealer notification, Toyota will begin sending the second Safety Recall notification.

Only vehicles equipped with the Toyota All Weather Floor Mat are involved. However, to assure that over-the-counter accessory sales customers are also notified, all owners of 2007 and early 2008 model year Toyota Camry vehicles will be sent notifications. This represents approximately 706,500 vehicle owners. Customers will be provided with a return postcard so they may indicate that their vehicle is **NOT** equipped with the optional Toyota All Weather Floor Mats. This will provide owners a way to opt out of receiving further notifications.

If the vehicle does not have the Toyota Camry All Weather Floor Mat designed for 2007 and

early 2008 model year vehicles, it is **NOT** involved in this SSC.

2. **Dealer/Owner Lists**

Due to the Camry All Weather Floor mats being available as over-the-counter accessories, dealer reports will not be provided for this SSC.

3. **Number of Involved Toyota Camry All Weather Floor Mats**

The *optional* Toyota Camry All Weather Floor Mat specifically designed for the driver's seating position in 2007 and early 2008 Toyota Camry vehicles is involved in this SSC. There are approximately 24,500 Toyota Camry All Weather Floor Mats involved in this campaign.

4. **Parts availability and ordering**

The necessary parts can be ordered through your dealership's facing PDC.

Part Description	Part Number	QTY
Camry AWFM Black	PT908-0307F-02	1
Camry AWFM Brown	PT908-0307F-14	1

5. **In the event a customer would like to return their affected Toyota Camry All Weather Floor Mats**

In the event a customer would like to immediately return their Toyota Camry All Weather Floor Mats, specific to 2007 and early 2008 model year vehicles, for a full refund, please file an SSC claim using the operation code provided. ***You will be required to provide the customer's Vehicle Identification Number for the claim.***

SSC #	Op. Code	Description	Flat Rate Hour
70F	XXXX	Remove the All Weather Floor Mat Set	0.1 Hr/Veh
70F	XXXX	Replace the Original Driver's the All Weather Floor Mat	0.2 Hr/Veh

- The returned floor mats will be placed on Warranty Parts Recovery and dealers will be required to return the original floor mats to TMS. Floor Mats that are not returned will result in the claim being debited.

***Please review this entire package with your Service and Parts staff to familiarize them with the proper step-by-step procedures required to implement this Special Service Campaign.***

Thank you for your cooperation.

TOYOTA MOTOR SALES, U.S.A., INC.